



**GOVERNOR'S P-20 COUNCIL
Communications Committee
February 25, 2008 – 2:00 p.m.
1700 W. Washington
Grand Canyon Conference Room
Phoenix, AZ 85007**

AGENDA

The Committee will discuss and may take action on the following matters. Members will attend either in person or by telephone conference call. Public comment will be taken. Members of the public may address the committee during the Call to the Public section of the agenda. Public members will be allotted three minutes each for this purpose.

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| 1. Call to Order & Welcome | Paul Luna |
| 2. Update and Discussion: Collaborative Communications Plan | RIESTER |
| a. Presentation of campaign name and taglines concepts | |
| b. Presentation of creative campaign concepts | |
| c. Presentation of recommendations for: media, interactive and public relations | |
| 3. Next Steps | Paul Luna |
| 4. Call to the Public | Paul Luna |
| <i>Members of the public may address the committee during the Call to the Public section of the agenda. Public members will be allotted three minutes each for this purpose.</i> | |
| 5. Adjournment | Paul Luna |